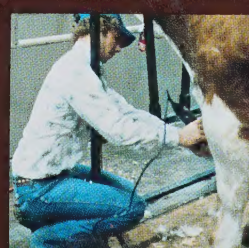
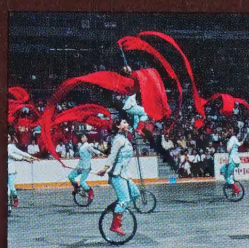


**"Where  
volunteers are  
the difference"**

GOVERNMENT  
PUBLICATION

**EDMONTON  
NORTHLANDS**

**105th ANNUAL REPORT 1984**





# 1984 Board of Directors

( September 30, 1984)



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| T.V. Knight     | J. Shaw       |
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| G. Martinuk     |               |

## HONORARY LIFE DIRECTORS

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| H.L.D. Perry  | W.J.M. Henning   |
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| J.L. Bailey   | J.A. Weber       |
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**Front row** (left to right) G.S. Hughes, Dr. R.C.P. Westbury, F. Savage, D.H. Sprague, T. Flake, G.W. Lavold, J. Higgins, D.M. Hamilton, L. Rasmussen, A.A. Shenfield, C.A. Forbes.

**Second row** (left to right) E.W. Smalian, W.L. Mack, W.A. Preshing, G. Martinuk, A.R. McBain, T.V. Knight, R. Brown, J. Bencharsky, R.W. Shopland, N. Forbes, E.G. Korchinsky.

**Third row** (left to right) J.L. Bailey, D. Cole, J. Sheckter, G.S.L. Yuen, M.S. Marples, H.L.D. Perry, W. Holte, H. Hole, H.E. Mildon, J. Shaw.

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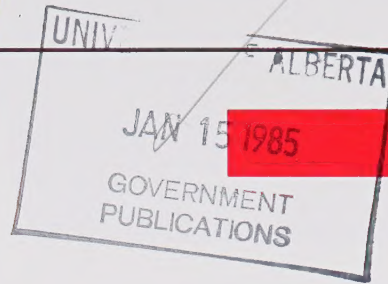
**Directors** A. Hiebert, Mayor L.G. Decore, A. Romaniuk, W.F. Purdy

**Life Directors** G.W. Jones, W.H. Sprague, W.J.M. Henning, R.C. Easton, L.E. Wilson, L.P. Bromham, E.I. Clarke, Jr., J.A. Weber, F. Adby.



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# President and General Manager's Report to Members



September 30, 1984, culminated a year which added a number of great moments to the history of the Association including the change of name to Edmonton Northlands. The year will also be remembered as one in which the effects of the recession at the local, national and international level exacted their toll on Edmonton Northlands.

The 105-year history of Edmonton Northlands has demonstrated over and over that an organization comprised of dedicated volunteers working together with professional staff can achieve objectives that benefit the entire community. This concept is typified in the volunteer input in the design, construction and opening of Northlands AgriCom which has resulted in a versatile facility to serve the agricultural, manufacturing, entertainment and consumer publics.

President Glen W. Lavold



General Manager George S. Hughes



The test of a facility is in its use. This year, Northlands AgriCom was tested by a variety of users including major agricultural shows, a multiplicity of trade shows, the minor hockey finals, the National Aurora Arabian Horse Show and as a major facility for Edmonton's Klondike Days Exposition. The facility received rave reports from all users.

The opening of Northlands AgriCom with Senator H.A. (Bud) Olson, the Honourable Premier Peter Lougheed, and His Worship Mayor Laurence Decore was a gala affair. It was a historical moment and to add to the celebration, five individuals were saluted by being inducted into the Hall of Fame. Adding to this important event was the opening of the Great Trade Show and Cultural Exhibition of China. This was the largest trade show the People's Republic of China has ever mounted outside their borders. The honor of opening the show was shared by Premier Peter Lougheed and Mr. Lu Feng Chun, Head of the Chinese delegation.

The Edmonton Oilers, an exciting tenant using the Northlands Coliseum, won the Stanley Cup on home ice here in 1984. Northlands Coliseum, built ten years ago because volunteers had the foresight to make the commitment to build an NHL quality facility, helped to make this possible. The owners, management and players of the Edmonton Oilers allowed us the opportunity to share in their pride. The Stanley Cup has appeared with players at many Edmonton Northlands functions over the year. We thank the Oilers for their cooperation and wish them continued success.

Efforts to improve our racing product continue. The Hambletonian Society has given their approval to Edmonton Northlands to hold the Breeders Crown Three Year Old Colt Pace, with a purse of over \$500,000 U.S. We are planning to host this exciting event as part of "A Royal Week of Racing", October 6 to 14, 1984, in a fashion that will be a pride to Albertans.

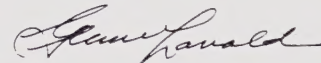
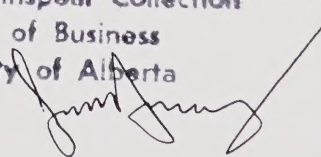
During the early part of the year, the

Members voted to approve a change of name and to update the Memorandum and Articles to reflect today's needs. These changes were challenged by the City of Edmonton and ultimately led to a series of demands on the Association, relating to rent, taxes, surplus, etc. The differences between the parties have been assigned to a negotiating committee. It is hoped they will find an equitable solution which can be recommended to Edmonton City Council and your Board of Directors.

Financially, the year 1984 saw Edmonton Northlands affected by the recession, with a decline in revenues and increases in expenditures, particularly in the cost of financing facilities. With the completion of Northlands AgriCom, the remaining \$5,250,000 portion of the Federal grant becomes payable to Edmonton Northlands. Grateful acknowledgement is also made of the continuing financial assistance programs of the Government of Alberta, which enables Edmonton Northlands to provide improved programs and facilities to the citizens of Edmonton and Northern Alberta.

In closing, we would be remiss in not acknowledging the extremely competent staff which delivers our facilities and services to the public. We receive numerous letters complimenting us on their courtesy and service.

This Association has developed a successful formula of volunteers, facilities and professional staff who have proven they are able to deliver. These three qualities will ensure that Edmonton Northlands will be part of Alberta's strength as this recessionary period becomes the base for better times in Alberta.

  
Francis G. Winspear Collection  
Faculty of Business  
University of Alberta  
  
General Manager George S. Hughes



# "Where volunteers are the difference"



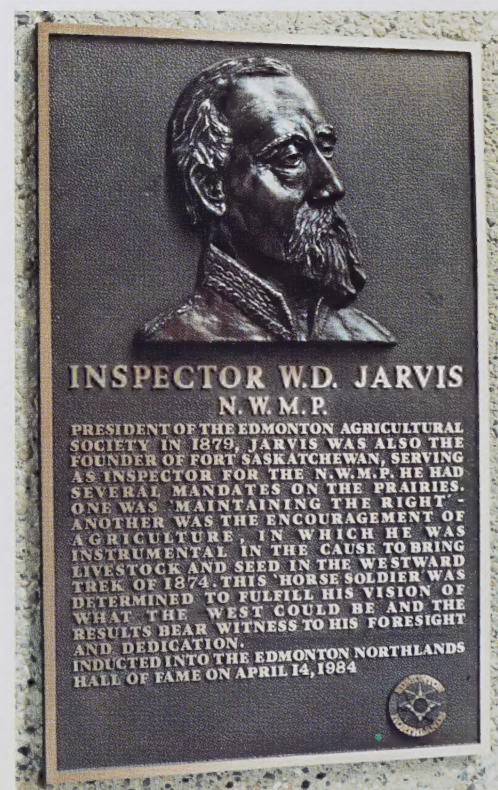
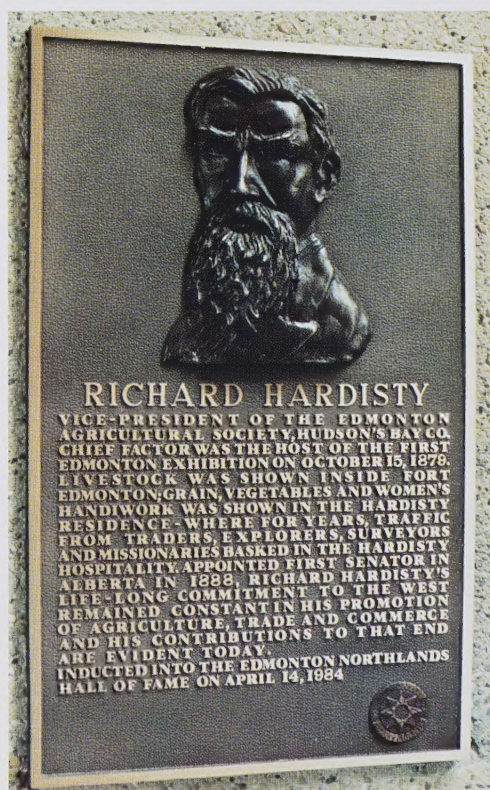
Volunteers who serve on Edmonton Northlands' committees donate hours of time and personal expertise to ensure the success of major events like Edmonton's Klondike Days Exposition and the Canadian Finals Rodeo. Multi-faceted buildings like Northlands Coliseum and Northlands AgriCom were first visualized by volunteers. Edmonton Northlands volunteers have provided Edmonton and Northern Alberta with some of the best entertainment, agricultural, trade show and community facilities and services in Canada.

Edmonton Northlands is proud of the unfaltering efforts of our volunteers. It is to all those individuals who gave of their time during 1984 and the hundred odd years since the creation of this organization, that this annual report is dedicated with the theme, "Edmonton Northlands...where volunteers are the difference."

In a century of service to the community, there have been outstanding individuals and organizations who have been exemplary

in their commitment to the aims and objectives of Edmonton Northlands. The Hall of Fame is a permanent tribute to their dedication. The first five inductees into the Hall of Fame were unveiled during the official opening of Northlands AgriCom, April 14, 1984. Inspector W.D. Jarvis, Richard Hardisty, Barbara Bannerman, Lawrence Rye and Lee Williams were the first Hall of Fame inductees. Brass plaques, celebrating their many accomplishments as have been erected in Northlands AgriCom Mall.

The roots of Edmonton Northlands can be traced back to October 15, 1879, when the Edmonton Agricultural Society was formed. In 1908, the Society was incorporated as the Edmonton Exhibition Association Limited. On January 1, 1979, the Association began operating under the trade name Edmonton Northlands. And, in November, 1983, the Members approved the adoption of Edmonton Northlands as the official name of the organization.





Currently, some two hundred Members and hundreds of other volunteers who serve as associates, committee chairmen and members of committees work together with a professional staff to carry out the many activities of Edmonton Northlands.

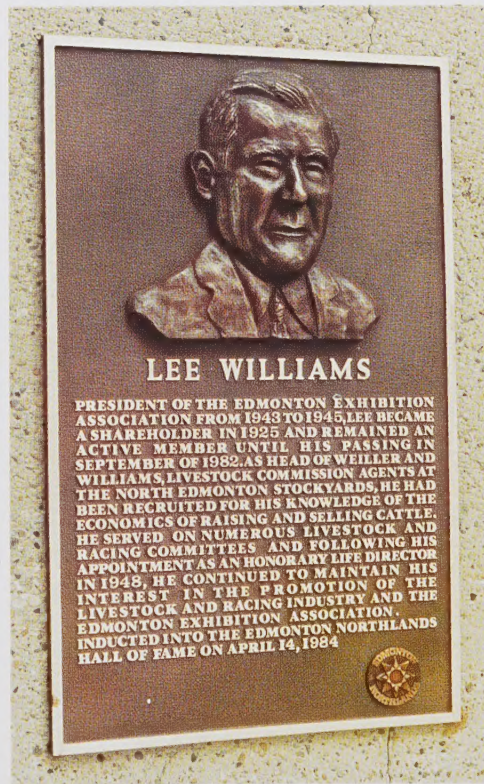
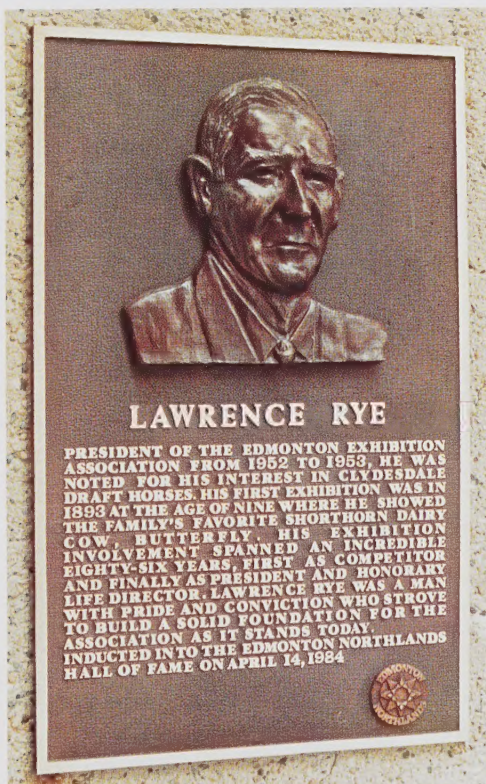
**Programs, Facilities.** Edmonton Northlands volunteers have the vision, foresight and determination to provide both. Agricultural events like Northlands Farmfair, Northlands Western and the Canadian Finals Rodeo, have been the focus of this organization for over a century and are well attended by Alberta's rural community. And as changing times reflect the move to urban areas, Edmonton Northlands' volunteer committees have expanded into providing more and more trade, entertainment and educational events.

As the scope of Edmonton Northlands' activities continues to increase, so does the number of volunteers required to ensure each program's success. Over the years, millions of hours have been donated by

Directors and their volunteer committees. Most individuals are involved in challenging careers and want to offer their time to support those activities they believe will meet the needs of the people of Edmonton and Northern Alberta. It is the volunteers' way of giving back to the community a little of what they have received.

A provider of facilities and programs, Edmonton Northlands is proud of the solid base of volunteers upon which this organization has been built and looks forward to a prosperous future.

"Edmonton Northlands...where volunteers are the difference."





# Agriculture

Edmonton Northlands introduced three new activities into the 1984 agricultural events calendar. The Poultry Show, the Pedigreed Seed Show and the Heavy Horse Show continued to strengthen Edmonton Northlands' original objective to promote all aspects of agriculture in Northern Alberta.

Farmfair, Alberta's largest agricultural show, celebrated its tenth year with a move into Northlands AgriCom. Halls B and C and the newly completed Hall A housed more than 3,000 head of livestock for the 11-day event, November 3 to 13, 1983. Beef and dairy cattle, draft and quarter horses, sheep and swine entry levels all remained fairly consistent with previous years. The first-ever Poultry Show ended in tremendous success for Chairman Casey Vandermeer and his committee. Over 50 varieties of poultry, pigeons and waterfowl were exhibited, requiring one-third of Hall B to handle the 1,600 entries.

More than the name changed when Northlands Stock Show and Sale became part of the Northlands Western, March 27 to 31, 1984. Five separate events now are spread across the five days of activity. In addition to the Stock Show and Sale, Farm and Ranch Show and Sale, Quarter Horse Show and Superodeo, Northlands Western hosted the first Pedigreed Seed Show. Interest and participation of producers from all over Alberta was encouraging. A total of 255 entries was received despite severe drought conditions experienced in Southern Alberta. Pedigreed Seed Show entries for 1985 are expected to arrive from across Canada.

Sales of purebred cattle and swine at Northlands Western reflected a lagging market. The high-selling bull of the sale was a Polled Hereford, exhibited by David A. Durie of Lavoy, Alberta. The animal was purchased by BNC Polled Herefords, owned by NHL hockey star Bobby Hull





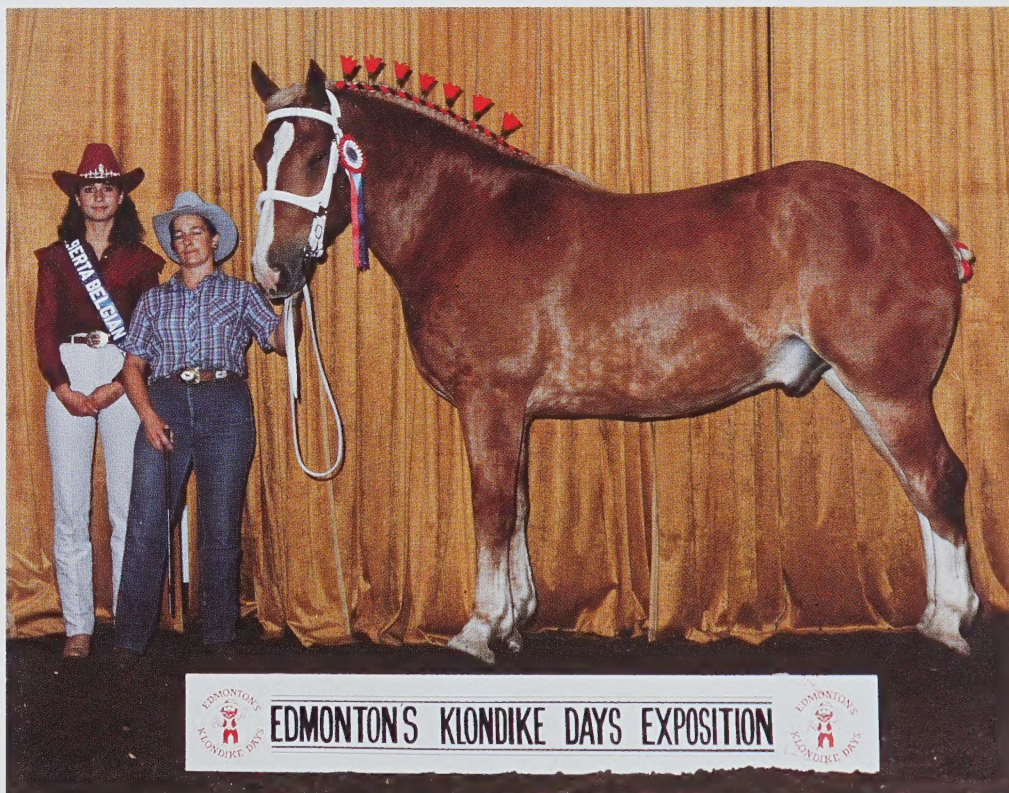
and David Longshore of Stettler, Alberta. Canada Safeway Ltd. purchased the 1,308 pound Grand Champion Finished Market Steer of the show from Dan Eberhart of Holden, Alberta, for \$3.10 per pound.

Purebred swine producers were pleased that all pigs offered for sale were sold, although lower prices prevailed. Neil and Stanley Fulks of Waskatenau, Alberta, again provided the high selling animal of the sale. Their \$1,500 Champion Yorkshire Boar was purchased by the Morinville Hutterite Colony.

After an absence of 16 years, the Heavy Horse Show returned to Edmonton Northlands for the 1984 Klondike Days Exposition. The Heavy Horse Show, under Chairman Russel Yurkiw of Radway, Alberta, attracted owners of over 170 Belgian, Clydesdale and Percheron horses to show in a variety of halter and harness classes in Northlands AgriCom.

In addition to the Poultry Show, Pedigreed Seed Show and Heavy Horse Show which offer new opportunities to Alberta's livestock and crop producers, Edmonton Northlands also supports several popular yearly events. The Alberta 4-H Public Speaking Finals, 4-H Beef Show and Sale, Rural Youth Seminar, various 4-H and Rural Youth Activities during Livestock Shows and Northlands Farm Family Awards answer the need for a large variety of agricultural activities for the rural community.

With Northlands AgriCom now completed, those Edmonton Northlands volunteers serving on various agricultural committees have a world-class facility in which to promote the agricultural industry of Northern Alberta. Dale Cole, Chairman of the Agricultural Development Committee, and his committee members are to be congratulated for their efforts.





# Klondike Days and Casinos

Reflecting Alberta's continuing recessionary economy, there were both exhilarating successes and trying disappointments for the many committee members who brought together all the elements of Edmonton Northlands' 1984 Klondike Days Exposition.

Fifteen years ago, man first stepped on the moon, and in a fitting tribute to one of humanity's greatest feats, two astronauts shared the role of Klondike Days Parade Marshall. Two hundred and fifty thousand people watched the parade led by Canadian astronaut Bjarni Tryggvason (left) of the National Research Council of Canada and Lieutenant Colonel (USMC) Charles F. Bolden, Jr. (right) of NASA.

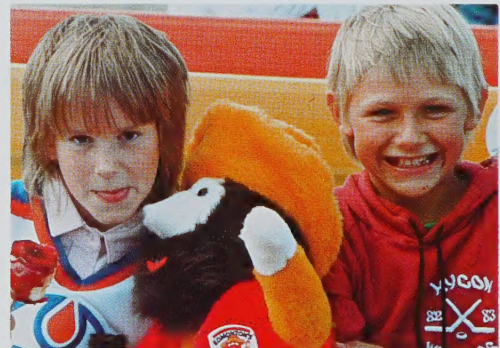
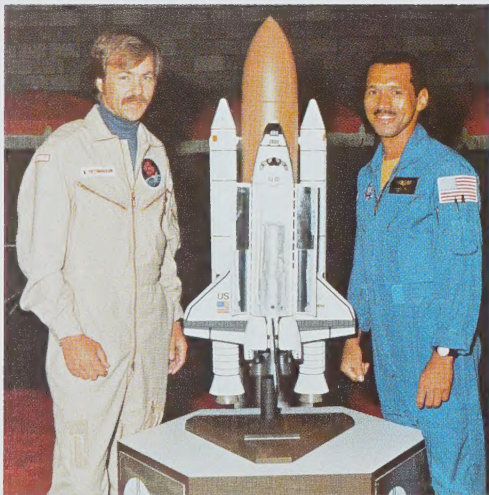
Both astronauts also attended the Exposition, bringing to life the Feature Exhibits theme "1984 - The Future is Now!" Chairwoman Fran Savage and her Feature Exhibits Committee provided a view of how future technologies will affect homes, offices and manufacturing industries through 50 exhibits. Filling out the other three halls of Northlands AgriCom's 450,000 square feet of air-conditioned display and support space were commercial exhibits, the International Food Fair and the Agricultural Feature Show.

The shift of the Feature Exhibits to the newly constructed Northlands AgriCom gave both Creative Living and Student Activities displays the opportunity to expand within Northlands Sportex. The Creative Living Committee, chaired by Joan Higgins, offered \$16,000 in prize

money to hundreds of Western Canada's top artisans.

Gene Martinuk and his Student Activities Committee filled 30,000 square feet of exhibit space with the artwork, sculpture, sewing, models and photographic projects of Edmonton students, kindergarten through grade 12. Young Alberta performers were showcased for the first time on the Student Activities Stage providing continuous entertainment.

Old favorites returned thanks to the Attractions Committee and Chairman Donald H. Sprague. Three stages boasted Klondike Days entertainment for more than ten hours daily and racing action continued nightly at Northlands Racetrack. Back for another year and offering an increased number of special promotions for a wide variety of age groups was Conklin Shows. During seven of the ten days of Edmonton's Klondike Days Exposition, Conklin Shows honored lower-priced tickets for admission and attractions, including three new rides. New to this year's Exposition was Action Alley, a venue for daredevil men, women and animals to





perform death-defying stunts. It was a popular attraction with visitors.

For those willing to try their luck, eight raffles offered \$541,000 in prizes during the 1984 Klondike Days Exposition. Thousands of hours of labor were donated prior to the Exposition start with an additional 2,500 man days of labor used to sell tickets during the ten-day event. Major prizes offered were:

- Lions \$179,000 Dream Home built by Engineered Homes
- A.C.T. Gold Brick with \$120,000 in prizes
- Kinsmen Car-A-Day plus two specialty draws, approximate value \$160,000
- Rotary Motor Home and vacation packages, approximate value \$65,000
- 4-H Steer-A-Day and Horse, approximate value \$11,000.

Regretfully, each of the raffles was less successful than organizers had hoped.

Using the new highly popular scratch and win format, only the A.C.T. Gold Brick came close to the success of previous years.

To counter the decline in raffle participants over the last two or three years, the Raffles Committee, chaired by Ernie Korchinsky, has recommended a revitalization program for the 1985 Klondike Days Exposition.

The Golden Garter Casino continued to be a popular venue for those visitors to Klondike Days who were anxious to stake their claim to instant wealth or dust off some of the loose change in their pockets.

Eight hundred people, many of them students, were hired and trained to world-class standards to handle the 120 blackjack tables and 32 Wheels of Fortune. The truly unique atmosphere of the modern-day Klondike era gambling hall belies the sophisticated organization behind the

Golden Garter.

Alberta's recession also influenced both the length of attendance by patrons and their style of betting. The Midway and Casino Committee, led by Chairman Norman Forbes, is concerned with this change in activity over the past three years. Plans for 1985 are an increased effort to attract and encourage new and former patrons to take their chances at the Klondike Days Casino.

An all-time Sunday attendance record for Edmonton Northlands Klondike Days Exposition was set on July 22 when 72,321 people passed through the turnstiles. Despite this impressive turnout, the overall attendance reached only 609,321, a drop of 46,952 from 1983. The weather extremes from a very cold first Saturday to near record heat for the last week dramatically affected the attendance.





# Rodeo



Man and beast as allies, merging together as one, or locked in battle for a ride that tests every limit of endurance both have ever known.

That is the excitement of two of Canada's richest indoor rodeos hosted by Edmonton Northlands - the Canadian Finals Rodeo and Northlands Western Superodeo.

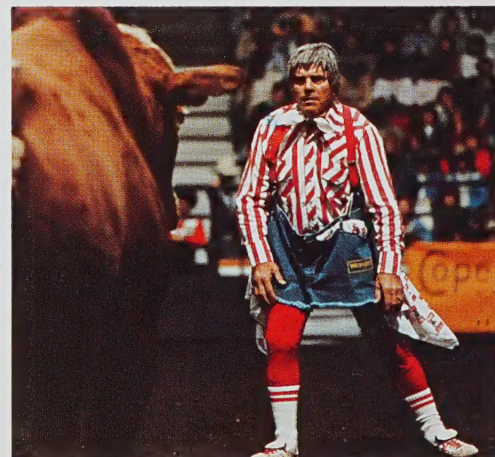
Nineteen eighty-three was homecoming year for seven of the original cowboys and 15 bucking horses who competed in the first Canadian Finals Rodeo in 1973. Ten years from its inception, the 1983 Canadian Finals Rodeo, held from November 9 to 13 in Northlands Coliseum, attracted 52,412 spectators and saw the doubling of the original prize money for a total of \$100,000. Despite the continuing tough economy, the 1983 Canadian Finals Rodeo gross receipts held their own, reaching \$374,605, down less than \$5,000 from 1982.



Len Perry, one of the three men dedicated to the creation of a Canadian Rodeo Championship so many years ago, celebrated his tenth year as Chairman of the Canadian Finals Rodeo Commission. Together, Edmonton Northlands and the Canadian Professional Rodeo Association produce the Canadian Finals Rodeo under the direction of Len Perry and Warren Holte, Chairman of the Canadian Finals Rodeo Promotions and Staging Committee.

The 1984 rodeo season dawned with Northlands Western Superodeo, March 27 to 31. Records were broken when 412 cowboys entered the competition for total purse monies of over \$77,000. Attendance increased in 1984 to 34,073, a jump from last year's total of 31,453.

The Northlands Western Superodeo is but one of the five separate shows in the package of activities now known as the Northlands Western. The Agriculture Program Planning Committee, under Chairman Jim Shaw, saw the need for an expanded spring agricultural show to replace the previous Northlands Stock Show and Sale. From the concerns of this Committee, one unified spring agricultural show evolved in 1984. The first Northlands Western, March 27 to 31, included the Stock Show and Sale, Farm and Ranch Show and Sale, the first Pedigreed Seed Show, Quarter Horse Show and, of course, Northlands Western Superodeo.





# Facilities



Diverse is the key word to describe the many facilities Edmonton Northlands owns and operated on 126.56 acres in north central Edmonton.

The long-awaited Northlands AgriCom was completed in April of 1984. The vast 450,000 square foot agriculture, trade show and entertainment centre was booked for 245 event days. High attendance numbers were reached for the Edmonton Sportsmen's Show (44,050) and the Edmonton International Auto Show (36,064). Three closed trade shows, Furniture West (2,744 buyers), the Canadian National Arabian Horse Show (10,797 visitors), and the Edmonton Fall Gift Show (2,926 buyers) attracted individuals with specialized interests. However, it was The Great Trade Show and Cultural Exhibition of China that established the first of what is hoped to be many attendance records for Northlands AgriCom. From the first day of the Exhibition (April 14), which also marked the official opening of Northlands AgriCom, until the last day of activities (May 5), over 225,000 people passed through Edmonton Northlands' newest facility.

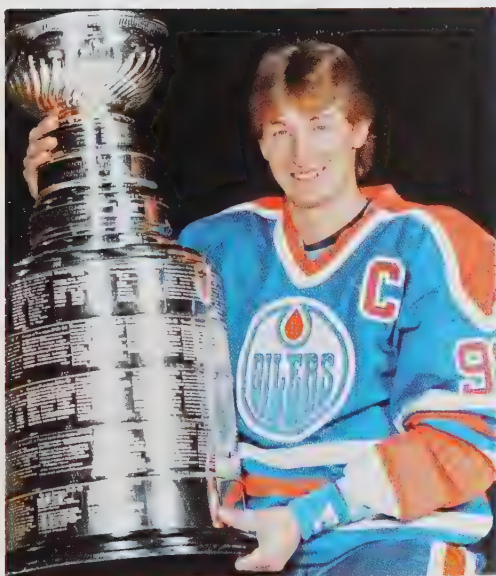
The hometown team, the Edmonton Oilers, made NHL history on May 14, 1984. Having played a sensational regular season of hockey, Captain Wayne Gretzky

and his teammates defeated the defending Stanley Cup Champion New York Islanders. It was an emotional moment for thousands of loyal Oiler fans. Along with the citizens of Edmonton and Northern Alberta, Edmonton Northlands is proud of the accomplishments of the Oilers and is pleased to have a team of this calibre make its home in Northlands Coliseum.

An extremely flexible facility, Northlands Coliseum was transformed into a concert stage for many international performers were Diana Ross, who played October 13, 1984, to a crowd of 14,920; October 13, 1983 to a crowd of 14,920; superstar Lionel Ritchie on June 27, 1984 with an audience of 17,880 ecstatic fans; popular Kenny Rogers played August 4 to 17,510 people; 14,137 country and western fans applauded Alabama on August 24; and the legendary Elton John filled 17,418 seats on September 4. Total attendance for Northlands Coliseum topped 1,483,470 in 1984.

Northlands AgriCom relieved much of the pressure for trade show space that had previously faced Northlands Sportex. Still, curling clubs and smaller trade show organizers preferred to book space in Northlands Sportex 70,000 square feet of exhibit space for 209 event days during 1984. Renovations are underway which will see the Sportex Cafeteria moved to the North Foyer with two bays of curling ice converted to hockey for the 1984-85 season.

The Golden Garter and Silver Slipper were used to capacity during the Klondike Days Exposition with the Golden Garter booked for 107 event days during 1984 and attracting 25,525 people to various events other than thoroughbred racing and Klondike Days. To facilitate year round events, the center wall of the Silver Slipper was removed and replaced by moveable partitions, enabling the Slipper to be used as the highly successful Klondike Cabaret during Klondike Days. Total 1984 attendance reached 30,371 over 80 event days excluding Klondike Days.





# Trade Shows



One quarter of a million people saw The Great Trade Show and Cultural Exhibition of China at Edmonton Northlands, April 14 to May 5. It was not only a memorable event to mark the official opening of Northlands AgriCom but it became an exhilarating 22-day exchange of ideas, goods and culture.

Two years of negotiation and planning were undertaken with the People's Republic of China by Edmonton Northlands and all levels of government to provide an exhibition of this size. The trade show itself, with exhibitors from throughout China, would be the central focus, with a daring circus troupe from Canton, "Flying Wheels in the Golden Globe", rounding out the exhibition.

Two challenges quickly arose when lack of information about the Chinese products created some advance promotion difficulties and the sheer length of the show caused some concerns about generating public interest, enthusiasm and attendance.

But support for The Great Trade Show and Cultural Exhibition of China came from all over Alberta. The Government of Alberta arranged mini trade missions within the province for Chinese delegates to travel and interact with business and cultural communities. Locally, Edmonton's Chinese community hosted a number of receptions and functions, serving traditional Chinese delicacies. Canadian companies and the provincial and federal governments established informative exhibits at the trade show to exchange product and market information. Alberta Education took it upon itself to arrange for 60,000 Alberta students to tour the Chinese trade show. And Hall B of Edmonton Northlands' newly completed AgriCom was transformed into a busy 250-seat Chinese restaurant for the duration of the trade show.

Nine hundred and thirteen registered buyers attended The Great Trade Show of China, the impressive result of an extensive marketing campaign. As a first event of this magnitude for Edmonton, it was an

unqualified success. Among objectives established by Edmonton Northlands for the event was an exchange of information between China and Canada about potential markets, products and manufacturing. The result has been the establishment of an understanding for future trade between the two countries.

A second international trade show was hosted in which Edmonton Northlands participated September 11 to 14, 1984. Although the show was primarily a "Salute to the Americas", it featured exhibitors from 13 countries. A total of one hundred and fifty-four exhibitors, including thirty-three non-Canadian, participated in a display of some of the most advanced technology. Cantrade is a closed show and, apart from the exhibitors, more than 9,000 buyers were attracted from 13 countries and from across Canada. Many of the exhibitors reported signing contracts worth millions of dollars.

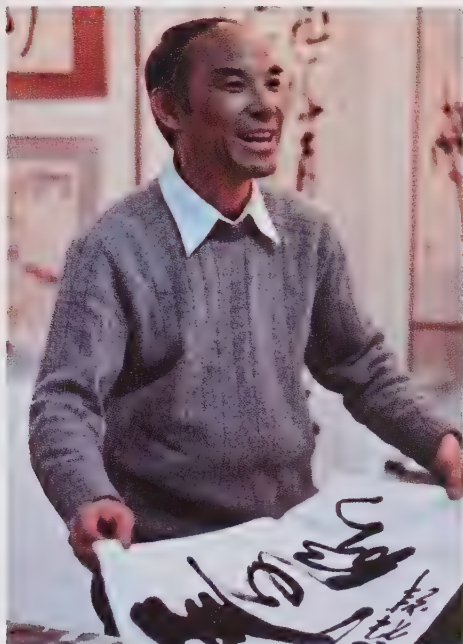
This was the fourth Cantrade show to be staged at Edmonton Northlands. Previous shows in 1980, 1981 and 1982 were in Northlands Coliseum. A show was not held in 1983 pending the completion of Northlands AgriCom.

In addition to The Great Trade Show and Cultural Exhibition of China and Cantrade, over 50 privately organized shows were brought to Edmonton Northlands in the past year. Sports, crafts, transportation, agriculture, home improvement, food services and merchandising shows all recorded healthy attendance. Among those shows closed to the public were the Canadian Hardware and Housewares Association Shows 1983 (4,000) and 1984 (6,000), West Pach '83 (5,000), the Spring Gift Show (4,000) and the Alberta Restaurant and Food Services (6,500). The Mobile Canada Show (15,000), the Farm and Ranch Show (17,500) and 1983 Christmas Craft Show and Sale (16,207) were open to the public.





# AgriCom Opens Its Doors



The need to expand the existing Northlands facilities was recognized 12 years ago. After a decade of planning and construction, the AgriCom Committee, under Chairman H.E. Mildon, saw their dream of an agricultural and trade show complex for Edmonton and Northern Alberta realized. Northlands AgriCom was officially opened on April 14, 1984. Senator H.A. (Bud) Olson, Premier Peter Lougheed, Mayor Laurence Decore and Edmonton Northlands President Glen Lavold shared ribbon cutting ceremony duties.

The decision to construct Northlands AgriCom was made as the requirements of major trade and agricultural shows indicated a need to replace aging exhibit facilities such as the Sales Pavillion and the Gardens with modern buildings.

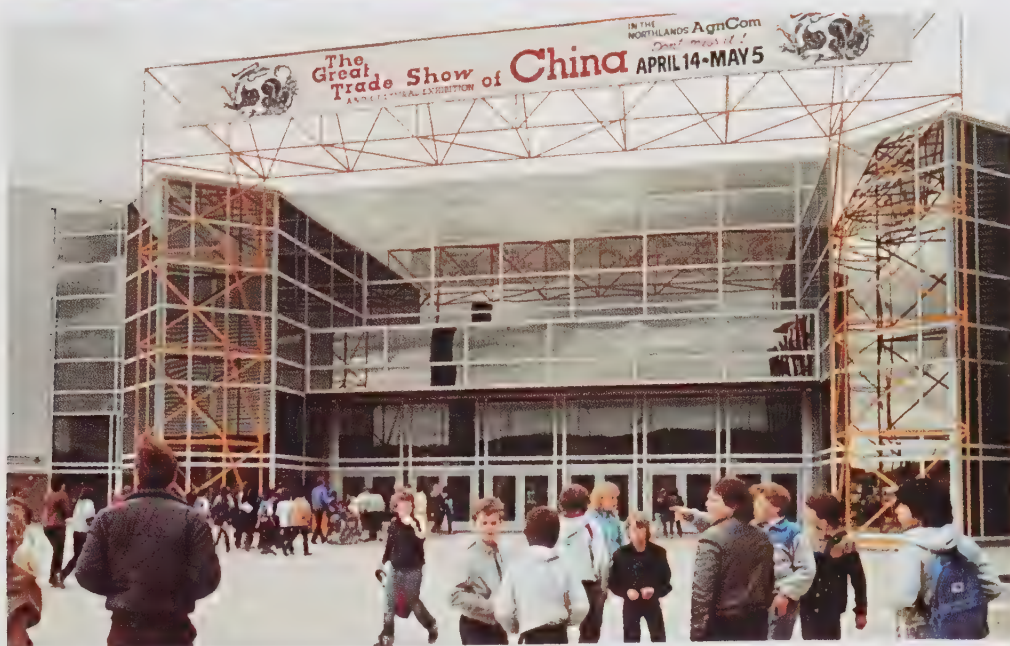


The Government of Alberta indicated their support for the project and for Edmonton as a major trade centre by providing a \$7,250,000 capital grant. It was matched by a similar contribution from the Government of Canada. The balance of the project was funded by Edmonton Northlands. Repayment will be made from the capital debt retirement grant provided by the Province of Alberta, Northlands share of the proceeds from the Western Canada Lottery and from Northlands annual operations.

As individual exhibit halls were completed, they became available for public use first in 1982 and then a year later. The final halls were completed in January of 1984 and, on a scale appropriate to this \$35 million complex, the AgriCom Inauguration Committee, under Chairman D.M. Hamilton, brought the city, province, country and The Great Trade Show and Cultural Exhibition of China to the official opening. It was a spectacular first major event for Northlands AgriCom with international media coverage as two countries exchanged ideas and a taste of traditional cultures.

Designed by the Chandler Kennedy Architectural Group and built by PCL Construction Ltd., Northlands AgriCom is a spacious, flexible complex which readily accommodates comprehensive agricultural, commercial and industrial events. An expansive 450,000 square feet of air-conditioned display and support space is divided among four multi-purpose exhibition halls, meeting rooms, dining areas, offices, general public service areas as well as kiosks and ticket booths. Externally the building is complimented by a central mall with trees and shrubbery as well as a functional people plaza that ties Northlands AgriCom into other Northlands facilities.

Located on a number of main arterial routes as well as Edmonton's light rail transit system, Northlands AgriCom is destined to become one of the major trade and livestock show facilities of the future.





# Racing

From an artistic standpoint, Edmonton Northlands' 1983-84 harness and thoroughbred seasons were winners. However, the over-all mutuel handle suffered under a tough economy and, in the case of the standardbreds, from an early winter.

For the first time, Northlands hosted harness racing through November and December in 1983, but an onslaught of cold weather caused five cancellations and had an adverse effect on attendance for several other cards. It was then decided to revert to the previous schedule in future years bringing the season to a close in mid-November.

Until the extensions last year, mutuel play held up reasonably well, but November and December saw the averages tail off to an overall decrease of 15.36 per cent in handle and 13.46 per cent in attendance.

The meet was memorable through the performances of the immortal Cam Fella, who swept the Stewart Fraser Memorial Autumn Gold Championship, and Joule, the winner of the Western Canada Pacing Derby.

Cam Fella set the existing track record of 1:54 in the course of the three-race sweep that included a purse of \$200,000 in the finals, and his Edmonton Northlands victories helped to propel him to a record-breaking 28 consecutive wins to close out his career before standing at stud.

Joule, like Cam Fella, was an eastern

invader, offering further evidence that all parts of the continent are recognizing Edmonton Northlands as a major track.

Action picked up in the spring of 1984 for the 45-day harness meet, which had a total mutuel handle of \$25,171,892 for a \$559,375 daily average. Attendance figures for the meet, March 9 to May 21, totalled 166,185 for a daily average of 3,693.

In 1984, thoroughbred racing brought recognition to Northlands Racetrack for its presentation of the \$125,000-added Canadian Derby for three-year-olds on August 25. Owner Mel Lawson's Toronto entry, Let's Go Blue, who will likely receive the national Sovereign Award for his category, was the winner. The 85-day thoroughbred meet, held from May 24 to September 9, totalled \$57,209,424 in mutuel handle with 437,566 the total attendance figure. The average number of racing fans attending the thoroughbred race was 5,469, an increase of three percent over last year. The daily mutuel handle averaged \$714,117, an eight per cent decrease from 1983.

The downward trend in wagering was a concern to Director of Racing Dr. R.C.F. Westbury and Racing Promotion Committee Chairman Ross Brown. To help lessen the severity of Alberta's recession on wagering the Racing Promotion Committee undertook several promotional activities. One of the most highly visible was the "Ask Me Girls" display. Three teams of "Ask Me Girls" travelled throughout Northern Alberta and Saskatchewan with portable displays, spreading information about Northlands Racetrack.

Racing at Northlands Racetrack was kept before the public eye with Racing Manager Morris Taylor's nightly Track Talk show on CFRN-TV and Track Announcer Larry Ross saw his weekly program, At the Track, increase its TV cable coverage from Red Deer to Grande Prairie.

Harness racing returned for the 1984 Fall meet on September 9 with a closing doubleheader planned for Saturday, November 17, 1984.

## The Canadian Derby





As the fiscal year ends, Northlands Racing Division is gearing up to host what will be a gala week of high stakes races enriched with spectacular social events. "A Royal Week of Racing". October 6 to 14, will see the Western Canada Pacing Derby, The Northlands Filly Pace and The Stewart Fraser Memorial Autumn Gold Pacing Championship proceed the running of the Breeders Crown Three Year Old Colt Pace at Edmonton Northlands Racetrack.

## A Royal Week of Racing





# Planning and Development



Positive changes continue to occur as the physical plant and grounds of Edmonton Northlands are developed.

Working under the direction of Gerry Yuen and the Planning and Development Committee, four distinct committees deal with Parking and Traffic, Northlands AgriCom, Hall of History and Grounds Improvement.

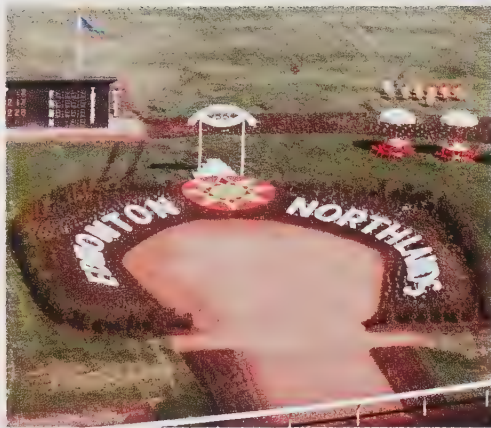
An innovative idea was implemented during the 1984 Klondike Days Exposition by the Parking and Traffic Committee. A shuttle bus service was established to move visitors from the Burns lot to two drop-off locations - the 116 Avenue gate at the west end of the Grandstand, and the Arch gate. Chairman Bill Mack and his committee will recommend expanding this important transit service during the 1985 Klondike Days Exposition.

The Hall of History Committee, under Chairman Ernie Smalian, remains active in several ventures including the Hall of Fame and the history of Northlands. In addition to involvement in establishing an inventory of artifacts, pictures and mementos held by this organization, the Committee is restoring and displaying photographs depicting the history of Edmonton Northlands.

Eight projects were undertaken by the Grounds Improvement Committee, chaired by Alex Romaniuk.

At Northlands Racetrack, the Race Secretary's office was moved to new modern facilities next to the barn area to accommodate the expansion of the Racing Division. Renovations were required within the jockey's building to provide change rooms, washrooms and valet support space on the lower floor for the growing number of jockeys riding at Northlands Racetrack. The upper floor was converted into an area for female jockeys, a colour room for jockey's silks and recreation and rest rooms with future plans for a laundry facility. A new winners circle was added which will aid in the promotion of racing, particularly during televised events when winners of major races are highlighted.

Other projects include paving and drainage work on the North Service Yard at the north end of Northlands AgriCom, Hall A. The Silver Slipper was altered so that the two separate rooms could easily be converted into one large hall for activities like the Klondike Cabaret. The existing Sportex Cafeteria and kitchen are being relocated to Northlands Sportex' north exhibit lobby and the vacated space is being converted to offices. The ongoing utilities program saw overhead power and telephone lines relocated underground. And, fire in one of the Northlands Coliseum air relief shafts required structural damage examinations, repair of exhaust shaft shutters, precast concrete, insulation and replacement and patching and painting of drywall.





# Food Services



Edmonton Northlands operates year-round food services offering everything from gourmet delights to smorgasbords to hot dogs.

The Food Services Division serves Edmonton Northlands patrons from concessions, dining rooms and lounges and caters to an array of private functions. It was a booming year for the eight full-time management staff and 500 part-time employees.

The opening of Northlands AgriCom was directly responsible for a welcomed 60 per cent increase in catering sales volume. The Catering Department handled over 600 major functions during the calendar year. Seven salons of Northlands AgriCom accommodated wine and cheese receptions, weddings, private parties and exhibitors' lounges. Six concessions in the mall area operated as needed for event days and were open weekdays to serve breakfast and lunch.

Sellout crowds attended every one of the Edmonton Oilers' 40 regular season home games. An additional 11 playoff games attracted equal numbers of fans to Northlands Coliseum where the Edmonton Oilers conquered the defending NHL champion New York Islanders to win the Stanley Cup. Those added games were a bonus for the 18 concessions and five specialty booths in Northlands Coliseum. Health foods were offered for sale on a trial basis for the first time this year.

Located within Northlands Coliseum, but operated separately from concessions, is The Champs Lounge and Dining Room. Changes in operating hours now see The Champs open weekdays for lunch and all major event evenings.

At Northlands Racetrack, an unusually long racing season for the 1983 Fall harness meet meant good news for the Derby Room, Sky Paddock Dining Room and Lounge, Terrace Dining Room and Lounge and the Inner Rail.

From October 1, 1983, to December 28, 1983, these dining and lounge facilities in the Grandstand were open every racing day. During 1984, Northlands Racetrack welcomed racing patrons to dine from the first day of the Spring harness meet, March 9 through the summer months of thoroughbred racing until the last day of the fall meet forecast for mid-November, a total of 195 days.

The Food Services Division looks forward to a busy year in 1985 as the Edmonton Oilers move closer to another championship and the potential for a slight improvement in the economy grows.





# Public Affairs



Racing - The Sport of Kings!

Strengthening the lines of communication between Edmonton Northlands and its many publics remained a priority for Chairman Mike Marples and the Public Affairs Committee this year.

Edmonton Northlands produced for the first time a newsletter, "The Northlands News" for distribution to the communities which border the organization's grounds. The publication is an extension of the work the Community Relations Committee and Chairman Dr. R.C.P. Westbury have been doing with the neighbours in the area and throughout Edmonton and Northern Alberta.

The Rural Outreach Program, which was initiated last year, was heralded a success during 1984. The Program has two phases. A team of Northlands representatives travelled to two rural Alberta communities, Barrhead and Vegreville, to promote awareness of Edmonton Northlands and the activities they host. The second phase involves a more extensive campaign to host rural dignitaries as guests of the organization during Northlands events in order to provide on site exposure to the many activities of Edmonton Northlands.

Edmonton Northlands was the host for the Canadian Association of Exhibitions

annual meeting, March 5 to 8. Members of fair boards from across Canada attended the four-days of seminars and lectures and social functions, many of which were held in Northlands AgriCom. The convention was judged by all concerned as the best ever held by the Association due in large measure to the efforts of Mike Marples and the host committee.

A yearly tradition, two appreciation nights were again held this year. Cabinet ministers, MLAs and Edmonton City Council members were hosted for Government Appreciation Night during May. On June 18, over 500 individuals who donate their time and expertise to Edmonton Northlands year-round attended a gala evening of dining and dancing for Volunteer Appreciation Night.

The Public Affairs Committee also approved and is now in the process of producing an audio-visual presentation. It will be used in the promotion of Edmonton Northlands in the community for several years to come.

Edmonton Northlands also made major contributions to support community projects which are listed on the financial page.

Some of the largest were:

- \$150,000 to the Edmonton Klondike Days Association to assist in the promotion of Klondike Days throughout Edmonton,
- \$90,000 to the Hockey Canada Scholarship Fund for deserving athletes who will attend university and be the nucleus of Canada's national teams, as part of our Canada Cup agreement,
- \$35,000 to Ronald McDonald House to assist in providing accommodation for the parents of children who have to remain in hospital for extended periods of time,
- \$20,000 to the Cosmopolitan Music Society for an adult musical education program,
- \$13,000 to the Edmonton Metropolitan Hockey Association to cover the costs of facilities and operations for the Minor Hockey Week Finals.

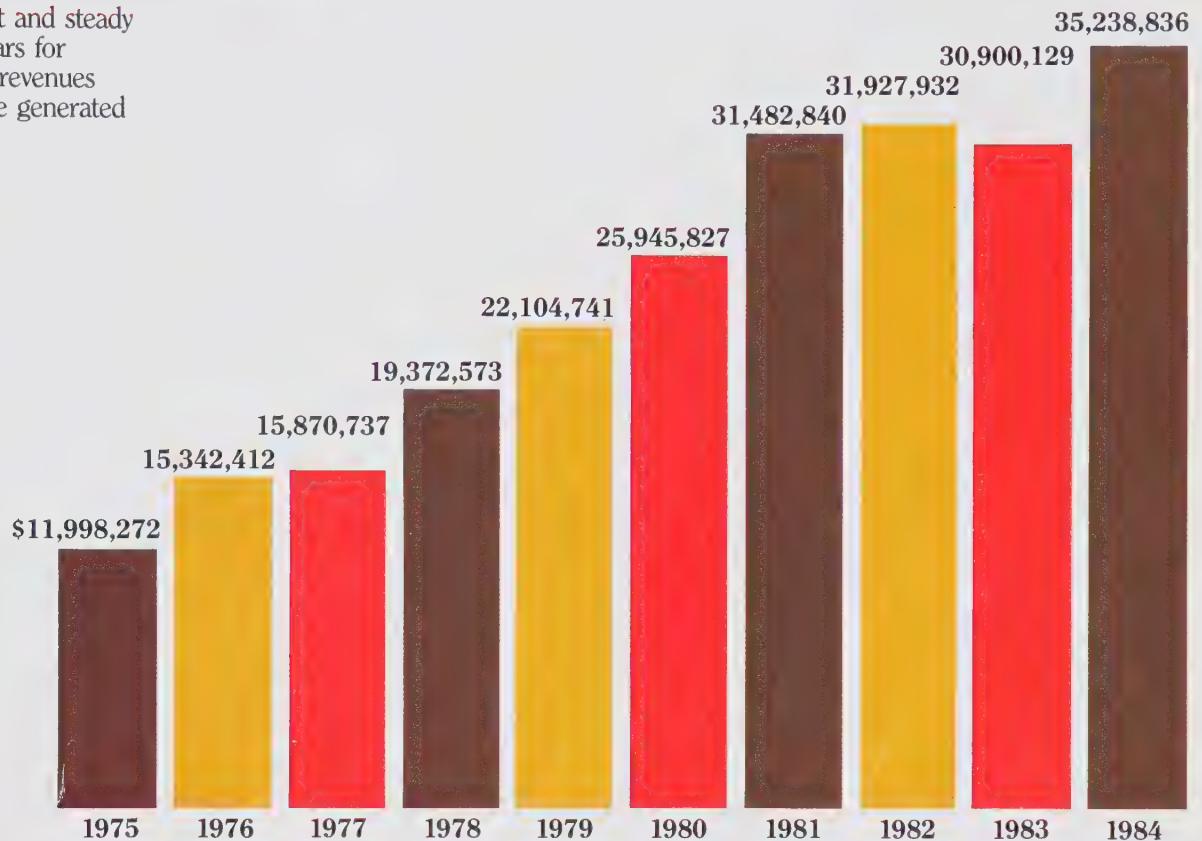




# Financial Perspective



Growth has remained constant and steady as viewed over the last ten years for Edmonton Northlands. Gross revenues indicated below are for income generated by its operations.



## 1984 Contributions to Other Groups

Edmonton Shrine Club Circus  
 Edmonton Kennel Club  
 Edmonton Ski Club  
 Edmonton Hire-A-Student  
 Edmonton Transit Bus Rodeo  
 The Edmonton Activettes  
 Edmonton Lions Club  
 Edmonton Klondike Days Association  
 408 Squadron Reunion  
 4-H Public Speaking  
 4-H Foundation of Alberta  
 Gordon H. Awde Memorial Building Fund  
 Hockey Canada Scholarship Fund  
 HUDAC Homexpo  
 Horsemen's Bonspiel  
 Kinsmen Club of Edmonton  
 Mechanical Contractors Association of Alberta  
 Northern Alberta Curling Association  
 Schoolboys Bonspiel  
 Northlands Horse Show  
 Papal Visit to Edmonton  
 Ronald McDonald House  
 St. John Ambulance  
 Spirit of Edmonton - Grey Cup  
 United Way of Edmonton and Area

Edmonton Northlands supports numerous agricultural and community organizations by way of grants for general support or donations to help offset the costs of building rental at Northlands.

During the past year the following organizations were supported in this fashion:

Alberta Ballet Guild  
 Alberta Culinary Arts Foundation  
 Alberta Quarter Horse Association  
 A.C.T. Circus

Alberta Standardbred Horse Association  
 Alberta Association of Agricultural Societies  
 Aurora Arabian National Horse Show  
 Associated Canadian Travellers  
 Alberta Restaurant and Food Services Association  
 Cosmopolitan Music Society  
 Canadian Thoroughbred Horse Society  
 Canadian Professional Rodeo Association  
 Canadian Federation of Chefs De Cuisine  
 Downtown Rotary Club  
 Edmonton Convention and Tourism Authority  
 Edmonton Metropolitan Hockey Association



# 1984 Committee List

(September 30, 1984)



## Agricultural Development

### Coordinating Chairman - Dale Cole

#### Agricultural Development

Dale Cole - Chairman  
Al Anderson  
Dick Bailey  
Lorne Bodell  
R. Howard Byers,  
Winston Curtis  
Cyril Desjarlais  
Stuart Eagles  
Ed Galloway  
Don Glover  
Ross Gould  
Christa Hoppe  
Tom Knight  
Roger Lee  
Doug Maschmeyer  
Tom Reed  
Ronald H. Rice  
Robert W. Shopland  
Casey Vandermeer  
Bill Wilson  
Russell Yurkiw

#### Program Planning

James R. Shaw - Chairman  
Dale W. Cole  
Donald F. Jackson  
Al Olson  
H.L.D. Perry  
W. Van De Walle

#### New Breeds Committee

Lorne Bodell - Chairman  
Stewart Ainsworth  
Olive Boyce  
Bob Caltrell  
Dale W. Cole  
Stuart Eagles  
Colin Fraser  
Ross Gould  
Lyle O. Heiberg  
Ed Heidinger  
Bruce Knight  
Ken Lewis  
Roger Lewis  
Al McKenzie  
Wade Meakin  
Jan Ojamaa  
B.W. Payne  
Frank Radcliffe  
John Ree  
Hugh A. Rigney  
Walter Saide  
Ernie Shulko  
Donna Wallace  
Brian Wiese

#### British Breeds

R. Howard Byers - Chairman  
Carl Blach  
Howard Brown  
Dale W. Cole  
Ross Cossey  
Ken Cox  
Stuart Eagles  
Doug Finseth  
Roger Fleming  
Ross Gould  
Milton C. Hennig  
Robert Holowaychuk,  
J.S. Hutchison  
Mervin McRorie  
Tom V. Meerheimb  
Mel Minchau  
D. Gordon Rattray  
Norris J. Sheppard  
G. Snider  
Bill Solverson

#### Sheep Committee

Robert W. Shopland - Chairman  
Dan Cadsand  
Gordon Cadsand  
Dale W. Cole  
Stuart Eagles  
Susan Hosford  
Reg Marler  
Bruce McGhan  
Nelson Modin  
Art Noble  
Tom Reed  
Alice Roberts  
Don Scheer  
T. Seaborn  
Bill Verboven  
John Williams  
Edith Williams

#### Dairy Cattle

Dick Bailey - Chairman  
Doug H. Bienert  
Harry Bienert  
Paul F. Bryant  
Shirley Cameron  
Dale W. Cole  
Charles Dixon  
Stuart Eagles  
Leonard Grad  
A.A. Hughes  
Donald F. Jackson  
Gordon Patriquin  
Ken Selph  
Robert Stannard  
Claudia Wagner  
Brent Wylie

## Racing

### Director of Racing - Dr. R.C.P. Westbury

#### Race Promotion Committee

Ross Brown - Chairman  
John Anderson  
Robert Armit  
Ken K. Awid  
Don Burdago  
Ken Clifford  
Norman Forbes  
Ronald L. Funnell  
Fritz Koepfel  
Don MacQuisten  
John Patrick  
D.L. Pittman  
Allan A. Shenfield  
Doug Shillington  
Ernie W. Smalian  
Grant Smith  
Terry Strain  
Dr. Keith Walker  
James L. Weaver  
George de Rappard

#### Rural Youth

Tom Knight - Chairman  
Jack Benbow  
Candace Bjorge  
Robert Burns  
Elton Dunk  
Gordon Fuhr  
Rita Hennig  
Irene Leavitt  
Rod MacMillan  
Esther Reminsky  
Gary A. Webber  
Liz Webster  
Mahlon Weir

#### Horse Show Committee

Russell Yurkiw - Chairman  
Nick Chomik  
Don Davis  
Stanley Harris  
Eldon Howlett  
John L. Pearse  
Jack Sheckter  
Arlene Unger  
Cec Walker

#### Grain Show Committee

Roger Lee - Chairman  
Dale W. Cole  
Martin Daniels  
Barry Griffin  
Ernest Kvamberg  
R.W. Nelson  
Don Roe  
W. Van De Walle  
Bill Witbeck

#### Farm Family Award

Doug Maschmeyer - Chairman  
Frank Campbell  
Tom Knight  
Irene Leavitt  
Clarence Newman  
Don Potter  
Allan Shenfield  
Bob Shopland

#### Heavy Horse Show

Russell Yurkiw - Chairman  
Keith Brady  
Robert Burns  
Bob Coleman  
Marion Furber  
Allan Gordeyko  
Dennis Gordeyko  
Jack Kerns  
Gary Lindberg  
Connie Monroe  
Harvey Nelson  
Don Swanston

#### Swine Committee

Robert W. Shopland - Chairman  
James Brownlee  
Don Christiansen  
Dale W. Cole  
Don Duff  
Stuart Eagles  
Neil Fuls  
John Knobben  
Art Lange  
Doug Maschmeyer  
Gerald Maschmeyer  
John McCarthy  
Harvey Rice  
Walter Webber

#### Poultry Committee

Casey Vandermeer - Chairman  
John Cabral  
Bob Charest  
Dale W. Cole  
George Ford  
Jerry Gray  
John Posthuma  
Ray Schroder  
Pat Tully  
Jerry Vandermeer

#### Market Cattle

Bill Wilson - Chairman  
Dale W. Cole  
Dan Eberhardt  
Gordon Fuhr  
Kenneth Giebelhaus  
Allan Gill  
Lyle O. Heiberg  
Earl Jones  
Joe Kallal  
Dennis Lawson  
Brian Nilsson  
Chris Seiersen

## Planning and Development

### Coordinating Chairman - Gerry Yuen

#### Planning & Development

Gerry L. Yuen - Chairman  
Bill Mack  
H.E. Mildon  
Dr. Frederick Greenberg  
Alex Romaniuk  
Ernie W. Smalian

#### Grounds Improvement

Burke Perry  
Willis Romanko  
Gerry L. Yuen

#### Parking & Traffic

Bill Mack - Chairman  
R.H. David  
Norman Forbes  
Mike Huska  
G. King  
Orest Korbutt  
Jim Loosemore  
Linda Rasmussen  
Tom Shandro  
Donald H. Sprague  
R.H. Wells

#### Hall of History

Ernie W. Smalian - Chairman  
Ken K. Awid  
Tony Cashman  
Doug Daugherty  
Fred Miller  
Arthur Potter  
Laurie Rasmussen

#### AgriCom Committee

H.E. Mildon - Chairman  
Dick Bailey  
Eli Radomsky  
James R. Shaw

#### AgriCom Inauguration Committee

Donald M. Hamilton - Chairman  
Herve Durocher  
Bryan Edmundson  
Joan Higgins  
Audra Hollingshead  
Warren Holte  
Hugh Horner  
David James  
Ted Mildon  
Ken Penniford  
Fran Savage  
Allan Shenfield  
Lorraine Wadel  
Jim Woronuk

## Klondike Days Exposition Coordination

### Coordinating Chairman - Don Sprague Assistant Chairman - Fran Savage

#### Klondike Days Coordinating Committee

Donald H. Sprague - Chairman  
John Bencharsky  
Norman Forbes  
Joan Higgins  
G.H. Luck  
G. Martinuk  
Doug Maschmeyer  
Fran Savage

#### Executive Parade Committee

John Bencharsky - Chairman  
Richard Berthelsen  
Joe Doherty  
Merv Ellis  
John Milligan  
Reg. Norby  
Al H. Parsons

#### General Parade

John Bencharsky - Chairman  
Bruce Bannard  
Dave Batchelor  
Richard Berthelsen  
W.A. Doug Burns  
Neil Campbell  
June Cavanagh  
Dave Dykstra  
Marcel Fafort  
Rick Hooper  
J. Hudson  
Andy Huntley  
Bruce Keltie  
Don Kinnee  
Orest Korbutt  
Frank Mansell  
John A. McDonald  
Chuck Moser  
Dave Norwood  
Gerald Polack  
Tom Shandro  
Kurt Stallknecht

#### Attractions Committee

Donald H. Sprague - Chairman  
Bud D'Amur  
Doug Doolittle  
Warren Holte  
Nena Timperley

## Services Coordination

#### Nominations

Allan A. Shenfield - Chairman  
Harry Hole  
Don Hamilton  
A. Ross McBain  
H.E. Mildon  
Len Perry  
Don Sprague

#### Shares

Allan A. Shenfield - Chairman  
Harry Hole  
Peter Jenner  
Don Hamilton  
A. Ross McBain  
H.E. Mildon  
Len Perry  
Don Sprague  
Don Jackson

#### Western Canada Lottery

Foundation Representatives  
Don Hamilton  
George Hughes  
Don Sprague  
Dr. R.C.P. Westbury

#### Finance Committee

Donald M. Hamilton - Chairman  
Jim G. Anderson  
Gary Clark  
Frank Kobie  
Tim Shaw  
Don Sprague  
Gary G. Campbell

#### Audit Committee

John M. Tweddle-Chairman  
Gerry L. Yuen  
Gary G. Campbell

## Public Affairs

### Coordinating Chairman - Mike Marples

#### Public Affairs

Mike Marples - Chairman  
Ken J. Chapman  
Don Clarke  
Liz Clarke  
Dennis Erker  
Norman Forbes  
Harvey Hogan  
W. Holte  
Tom Knight  
H.E. Mildon  
Gail Page  
Linda Rasmussen  
Ed Schultz  
Ted Tennison  
Dennis Thomson  
Dr. R.C.P. Westbury  
Jim Woronuk  
Eileen Yonkers

#### Creative Living Committee

Joan Higgins - Chairman  
Gerry Brown  
Walter Dorin  
Cathy Doyle  
Bernice Forbes  
Marion Funnell  
Berdine George  
Ann Guernsey  
Arlene Hall  
Armande Jones  
Jean Kilburn  
Kay McMillan  
Larry Olson  
Pauline Patrick  
Elsie Potter  
Anne Quitzau  
Edith Radke  
Bernice Smith  
Marvin Verlate

#### 1984 Feature Exhibits

Fran Savage - Chairman  
Elaine Jones  
Dr. Wm. A. Preshing  
T.M. Quilley  
Linda Rasmussen  
James R. Shaw

#### 1985 Feature Exhibits

Dr. Wm. A. Preshing - Chairman  
Donald F. Haythorne  
Elaine Jones  
T.M. Quilley  
Linda Rasmussen  
Fran Savage

#### Student Activities

Gene Martinuk - Chairman  
Cathryn Brecka  
Jean Clelland  
Mel Covey  
Fred H. Curr  
Norman Fitt  
Joan Higgins  
David Johansson  
Jean Kapoor  
Sue Luchak  
Marianne Miles  
Ann Predy  
John Rivet  
Fran Savage  
Pat Stevenson  
Pat Trudeau

#### Farm Family Awards

Tom Knight - Chairman  
H. Frank Campbell  
Irene Leavitt  
Doug Maschmeyer  
Clarence Newman  
N.A. Don Potter  
Allan A. Shenfield  
Robert W. Shopland

#### Midway & Casino

Norman Forbes - Chairman  
Ken J. Chapman  
Linda Hardy

#### Raffles

E.G. Korchinsky



# 1984 Administration

(September 30, 1984)



## EXECUTIVE OFFICE

General Manager . . . . . GEORGE HUGHES  
Assistant General Manager . . . . . COLIN FORBES  
Executive Assistant . . . . . CONNIE POTTER  
Executive Secretary . . . . . THERESE FLAKE  
Executive Secretary . . . . . JUDY McBRIDE

## ADMINISTRATION DIVISION

Manager . . . . . FRANK JOHNSON  
Secretary . . . . . JUDY CHAPMAN  
Administrative Services Manager . . . . . PAT DRAPEAU  
Personnel Manager . . . . . OPAL BLACKSTOCK  
Personnel Officer . . . . . GERRY BROWN  
Personnel Assistant . . . . . RITA OSELIES  
Personnel Services Secretary . . . . . FRANCES BOUTILIER  
Purchasing Agent . . . . . RON ROMANIC  
Purchasing Assistant . . . . . ELLEN WEECH  
Stores Supervisor . . . . . EMERSON STUBBARD  
Shipping/Receiving Supervisor . . . . . LAURIE STOSKI  
Purchasing Records Clerk . . . . . KAREN BETHUNE  
Purchasing Clerk . . . . . ANNE SMYTH  
Accounting Manager . . . . . DIANE ERICKSON  
Receptionist . . . . . HELEN LAKUSTA  
General Office Clerk . . . . . ALEXIS CRANNA  
Cashier . . . . . SHARON BETHUNE  
General Accountant . . . . . LOUISE MORIN  
Payroll Accountant . . . . . DEBBIE MYSHYNUK  
Payables Accountant . . . . . IRENE LANGTON  
Receivables Accountant . . . . . JUDY ROMANIC  
Food Services Accountant . . . . . EVELYN O'MALLEY  
Accounting Clerk . . . . . MOIRA DOUGLASS

## FACILITIES OPERATIONS DIVISION

Manager . . . . . DON MACNAUGHTON  
Secretary . . . . . GEORGETTE BERNARD  
Buildings Superintendent . . . . . RAY YARROW  
Assistant Buildings  
Superintendent . . . . . RAFIC MANAH  
Assistant Buildings  
Superintendent . . . . . JIM GROFF  
Cleaning Coordinator . . . . . TERRY CLOUTIER  
Head Usherette . . . . . LIZ GAW  
Box Office Manager . . . . . LORNE JOHNSON  
Box Office Supervisor . . . . . OLIVE WASELENCUK

## FOOD SERVICE DIVISION

Manager . . . . . DON SROKA  
Concessions Manager . . . . . SONYA ZYLSTRA  
Concessions Supervisor . . . . . CHRIS WARD  
Concessions Supervisor . . . . . JANICE KOWALCHUK  
Race Track Dining Room &  
Lounge Supervisor . . . . . RON RIVARD  
Customer Services Supervisor . . . . . DORINE ROYER  
Catering Supervisor . . . . . HARISH CHANDRA  
Catering Manager . . . . . JOHN BELEC  
Catering Supervisor . . . . . BRENDA WASCHUK  
Champs Lounge & Dining Room  
Manager . . . . . BEN CHAN  
Food Services Divisional  
Secretary . . . . . SUSAN GLEED

## MAJOR EVENTS DIVISION

Manager . . . . . BRIAN CONACHER  
Assistant Major Events and  
Agriculture Manager . . . . . LEROY EMERSON  
Major Events Coordinator . . . . . JAN ARCHBOLD  
Major Events Coordinator . . . . . BILL CAMPBELL  
Major Events Coordinator . . . . . JEAN CHRIEST  
Secretary . . . . . MAUREEN FULLAM  
Secretary . . . . . SANDY WHITE

## FACILITIES MARKETING DEPARTMENT

Manager . . . . . HOWARD CROSELY  
Booking Coordinator . . . . . CLIFF PHILLIPS  
Secretary . . . . . BETH CHEVREFILS

## PLANT & BUILDINGS DIVISION

Manager . . . . . HARVEY REPP  
Secretary . . . . . BONNIE BUDGE  
Chief of Security . . . . . BOB PYPER  
Assistant Chief of Security . . . . . JACK PETERSON  
Projects Coordinator . . . . . REY WOSAR  
Drafting Technician . . . . . TYLER TYE  
Trade Services Manager . . . . . GLEN HOLLANDS  
Trade Services Secretary . . . . . SARA HODGE  
Shop Supervisor . . . . . ANDY ANDERSON  
Grounds Supervisor . . . . . PHILIP POIRIER  
Operating Engineer . . . . . JAN VANGIESSEN  
Audio-Video Coordinator . . . . . PETER SIMINIUK

## PUBLIC AFFAIRS DIVISION

Manager . . . . . MARY MacNAB  
Public Affairs Coordinator . . . . . CATHY MOREAU  
Sales & Licensing Manager . . . . . AL KELLY  
Promotions Coordinator . . . . . DAVE HUTTON  
Racing Promotions Coordinator . . . . . ALAN MacDONALD  
Secretary . . . . . KAREN MURRAY

## CANTRADE DEPARTMENT

Administration Manager . . . . . BOB GRAY  
Cantrade Sales Manager . . . . . HARRY QUARTON  
Secretary . . . . . JOANITA FERNANDES

## RACING DIVISION

Manager . . . . . MORRIS TAYLOR  
Secretary . . . . . EUNICE BARNES  
Receptionist . . . . . VALERIE FIDDY  
Race Operations Manager . . . . . RALPH SWALSKY  
Control Office Supervisor . . . . . HELEN KATCHUR  
Track Announcer . . . . . LARRY ROSS  
Harness Racing Secretary . . . . . PURVIS LAWRASON  
Assistant Harness Racing Secretary . . . . . VINCE JOHNSON  
Thoroughbred Racing Secretary . . . . . PHIL LIVINGSTONE  
Entry Clerk/Placing Judge . . . . . DUANE SHEPET  
Track & Barns Superintendent . . . . . BOB KENNEDY  
Assistant Track Superintendent . . . . . CECIL LONEY  
Assistant Track Superintendent . . . . . RON GRIFT  
Horseman's Bookkeeper . . . . . LOU SMITH  
Assistant Horseman's Bookkeeper . . . . . EVA HUNTER





# 1984 Members' List



(September 30, 1984)

- |                    |                      |                     |                      |
|--------------------|----------------------|---------------------|----------------------|
| ADBY, Frank J.     | DAVIES, Trevor A.    | MacDONALD, Ken      | REED, Tom            |
| AGRIOS, Jack N.    | DAY, Peggy           | MACK, Bill          | REILLY, JACK H.      |
| ANDERSON, Jim G.   | deRAPPA, George      | MacLEAN, Ross M.    | REMINSKY, Esther     |
| AWID, Ken K.       | DIXON, Charles       | MAH, George         | RICE, Ronald H.      |
| AWID, Mickey A.    | DOHERTY, J.R.        | MARGOLUS, Bory      | RIFE, George D.      |
| BADOWSKY, Walter   | DUGGAN, Jack E.      | MARLER, Reg         | ROMANKO, Willis      |
| BAGSHAW, W.J.      | DUGGAN, Neil David   | MARPLES, Mike       | RONALDSON, David J.  |
| BAILEY, John L.    | DUNCAN, D'Arcy D.    | MARSHALL, Donald M. | ROSS, Hales H.       |
| BAILEY, S. Richard | EASTON, Jack G.      | MARSHALL, Duncan A. | RYE, Elmer W.        |
| BARFORD, Rev. J.C. | EASTON, Reg C.       | MARTINUK, Gene      | SAVAGE, Frances W.   |
| BENBOW, Jack       | EVANS, Art           | MASCHMEYER, Doug    | SCHMID, Horst A.     |
| BENCHARSKY, John   | FALCONER, James F.   | MASCHMEYER, Gerald  | SCHULTZ, Ed          |
| BERG, Carl E.      | FEDORETZ, Steve      | MATICHUK, Andy W.   | SECORD, R.D.         |
| BIDLOCK, P.        | FORBES, Norman       | McARTHUR, D.R.B.    | SEIERSEN, Chris      |
| BIENERT, Doug H.   | FREELAND, Don F.     | McBAIN, A. Ross     | SHAW, James R.       |
| BIENERT, Harry     | FUHR, Gordon         | McDONALD, John G.   | SHECKTER, Jack       |
| BODELL, Lorne      | FUNNELL, Ronald L.   | McDONELL, Allan     | SHENFIELD, Allan A.  |
| BOYER, Don J.      | GALLANT, Tellex W.   | McDONELL, John G.   | SHOPLAND, Robert W.  |
| BRADBURN, R.A.     | GIANNONE, Pat A.     | McDOUGALL, J.R.     | SLOANE, Fred E.      |
| BROMHAM, Len P.    | GOODY, Dasha         | McGUIRE, D. Muriel  | SMALIAN, Ernie W.    |
| BROWN, Ross K.     | GRAEFE, C.W.A.       | McINTYRE, Norman J. | SMITH, Darryl        |
| BROWNEE, James     | GREENBERG, F.R.      | McLEOD, Harris D.   | SMITH, W.S.          |
| BUCHANAN, D.J.     | HAMILTON, Donald M.  | McRORIE, Peter      | SPRAGUE, Donald H.   |
| BURNS, Robert      | HAUGEN, Harv K.      | MIDTDAL, Allan Lee  | SPRAGUE, W.H.        |
| BURNS, W.A. Doug   | HAYTHORNE, Donald F. | MILDON, E. Lloyd    | STANLEY, Donald R.   |
| BURROWS, R.B.      | HENNING, W.J.M.      | MILDON, Merrill     | STANNARD, Robert     |
| BUTT, V.R.         | HERON, Gordon        | MILLIGAN, John      | STEVENS, Werner      |
| BYERS, R. Howard   | HIGGINS, Joan        | MILNER, Stanley A.  | STEWART, William     |
| CAINE, W.H.        | HOLE, Harry          | MONTGOMERY, Douglas | STICKNEY, Thomas E.  |
| CAMPBELL, Colin M. | HOLLANDS, Dan F.     | MORRISON, Stewart   | STORDAHL, Gary W.    |
| CAMPBELL, H. Frank | HOLTE, Wareen H.     | NEWMAN, Clarence    | STRAIN, Terry        |
| CAMPBELL, Gary G.  | HORNER, Dr. Hugh     | NORBY, Reg          | TAYLOR, Robert       |
| CARLYLE, A.R.      | HOSFORD, W.J.        | OLSEN, L.O. (Buck)  | THATCHER, K.J.       |
| CAVANAGH, J.       | HUTCHISON, Jack      | OTTEWELL, Lorne R.  | THIBAudeau, A.V.     |
| CHAPMAN, Darlene   | JACKSON, Donald F.   | PARSONS, Al H.      | TWEDDLE, John M.     |
| CHAPMAN, Ken J.    | JACOBS, Richard D.   | PAUL, Larry A.      | VAN DE WALLE, W.     |
| CHAPMAN, R.W.      | JACOBS, Thomas       | PAUL, Harold E.     | WEAVER, James L.     |
| CHESNEY, John L.   | JARVIS, W.           | PEARSE, John L.     | WEBB, Kenneth C.     |
| CHRISTIANSEN, Don  | JENNER, Peter M.     | PEDERSEN, Harry V.  | WEBBER, Gary A.      |
| CLARK, Gary H.     | JEWETT, Hilary       | PENNIFOLD, Dr. K.   | WEST, James A.       |
| CLARKE, Don        | JONES, Elaine        | PERRY, H.L.D.       | WESTBURY, Dr. R.C.P. |
| COLE, Dale W.      | JONES, Graham W.     | PIKE, F. Rodney     | WHITTAKER, Judge B.  |
| COLLINS, M.R.      | KNIGHT, Tom          | PINCHBECK, T.H.     | WIDNEY, R.D.         |
| CONNELLY, Thomas   | KOBIE, Franklin L.   | POTTER, Arthur      | WILSON, Gordon       |
| CONNELLY, W.J.     | LAVOLD, Glen W.      | POTTER, Donald R.   | WILSON, Lloyd E.     |
| CRAWFORD, D.B.     | LeCLERC, Leo L.      | POTTER, N.A. Don    | WORONUIK, Jim        |
| CRESSWELL, H.G.    | LeLACHEUR, J.C.      | PRESHING, Dr. W.A.  | YONKERS, Eileen      |
| CRESSWELL, W.F.    | LeLACHEUR, R.J.      | QUILLEY, T.M.       | YUEN, Gerry L.       |
| DANARD, Donald B.  | LONG, J.R.           | RADOMSKY, Eli       |                      |
| DAUGHERTY, Doug    | MACE, Derek          |                     |                      |



# ***Financial Statements***



***EDMONTON  
NORTHLANDS***

***SEPTEMBER 30, 1984***







# ***Financial Statements***



***EDMONTON  
NORTHLANDS***

***SEPTEMBER 30, 1984***



# EDMONTON NORTHLANDS STATEMENT OF INCOME

FOR THE YEAR ENDED SEPTEMBER 30, 1984  
(with comparative figures for 1983)

|   | Revenue             |                     | Direct Expenses     |                     | Operating Income (Loss) |                     |
|---|---------------------|---------------------|---------------------|---------------------|-------------------------|---------------------|
|   | 1984                | 1983                | 1984                | 1983                | 1984                    | 1983                |
| Facilities . . . . .  | \$ 9,496,735        | \$ 7,681,338        | \$ 8,089,833        | \$ 6,802,744        | \$ 1,406,902            | \$ 878,594          |
| Concessions . . . . .   | 4,179,086           | 3,573,521           | 2,973,798           | 2,465,054           | 1,205,288               | 1,108,467           |
| Lounges and dining facilities . . . . .   | 4,235,928           | 3,825,451           | 3,552,657           | 3,101,937           | 683,271                 | 723,515             |
| Agriculture . . . . .   | 182,863             | 197,911             | 688,208             | 676,160             | (505,345)               | (478,249)           |
| Rodeos . . . . .  | 714,968             | 708,064             | 774,987             | 712,962             | (60,019)                | (4,899)             |
| Thoroughbred racing . . . . .   | 6,681,908           | 7,785,238           | 6,853,618           | 7,665,840           | (171,710)               | 119,398             |
| Harness racing . . . . .  | 6,793,102           | 4,135,000           | 7,062,156           | 4,406,600           | (269,054)               | (271,600)           |
| Klondike Days . . . . .   | 4,593,044           | 5,080,867           | 4,232,332           | 3,921,576           | 360,712                 | 1,159,291           |
| Northlands sponsored events . . . . .   | 1,537,350           | 440,508             | 2,857,419           | 447,143             | (1,320,069)             | (6,635)             |
|   | <u>38,414,984</u>   | <u>33,427,898</u>   | <u>37,085,008</u>   | <u>30,200,016</u>   | <u>1,329,976</u>        | <u>3,227,882</u>    |
| Less internal rental revenue and expenses . . . . .   | (3,176,148)         | (2,527,769)         | (3,176,148)         | (2,527,769)         |                         |                     |
|   | <u>\$35,238,836</u> | <u>\$30,900,129</u> | <u>\$33,908,806</u> | <u>\$27,672,247</u> | <u>1,329,976</u>        | <u>3,227,882</u>    |
| Indirect expenses, depreciation and amortization  |                     |                     |                     |                     |                         |                     |
| Administration . . . . .  |                     |                     |                     |                     | 1,474,865               | 1,317,003           |
| Interest expense net of interest income (Note 7) . . . . .                                      |                     |                     |                     |                     | 1,823,739               | 659,866             |
| Contributions to other groups . . . . .   |                     |                     |                     |                     | 203,653                 | 43,636              |
| Community relations . . . . .   |                     |                     |                     |                     | 275,472                 | 41,164              |
| Depreciation . . . . .  |                     |                     |                     |                     | 2,346,109               | 1,626,368           |
| Amortization of contributions for expansion of facilities and capital debt retirement . . . . . |                     |                     |                     |                     | (1,599,568)             | (1,300,333)         |
|   |                     |                     |                     |                     | <u>4,524,270</u>        | <u>2,387,704</u>    |
| Operating income (loss) . . . . .   |                     |                     |                     |                     | <u>(3,194,294)</u>      | <u>840,178</u>      |
| Province of Alberta grants and contributions . . . . .  |                     |                     |                     |                     | 1,270,619               | 1,238,966           |
| Refund of excess contributions to previous pension plan . . . . .                               |                     |                     |                     |                     | 100,714                 |                     |
|   |                     |                     |                     |                     | <u>1,371,333</u>        | <u>1,238,966</u>    |
| Net income (loss) . . . . .   |                     |                     |                     |                     | <u>\$ (1,822,961)</u>   | <u>\$ 2,079,144</u> |

(The accompanying notes are an integral part of the financial statements)

# EDMONTON NORTHLANDS STATEMENT OF REINVESTED EARNINGS

FOR THE YEAR ENDED SEPTEMBER 30, 1984  
(with comparative figures for 1983)

|  | 1984                | 1983                |
|--|---------------------|---------------------|
| Reinvested earnings, beginning of year:  |                     |                     |
| As previously reported . . . . .   | \$23,392,294        | \$19,570,862        |
| Deduct adjustment to reflect changes in accounting for certain capital grants and contributions (Note 3) . . . . . | (10,675,463)        | (8,933,175)         |
| As restated . . . . .  | 12,716,831          | 10,637,687          |
| Net income (loss) for the year . . . . .   | (1,822,961)         | 2,079,144           |
| Reinvested earnings, end of year . . . . .   | <u>\$10,893,870</u> | <u>\$12,716,831</u> |

(The accompanying notes are an integral part of the financial statements)



# BALANCE SHEET

**SEPTEMBER 30, 1984**

(with comparative figures at September 30, 1983)

## ASSETS

|  | 1984                | 1983                |
|--|---------------------|---------------------|
| Current:   |                     |                     |
| Cash and short-term investments                            | \$ 2,389,590        | \$ 2,753,381        |
| Accounts receivable  | 1,005,594           | 753,838             |
| Due from Province of Alberta                               | 1,986,457           | 1,929,734           |
| Due from Government of Canada                              | 5,250,000           | 5,250,000           |
| Equity in Western Canada Lottery Alberta Division (Note 8) | 322,766             | 775,000             |
| Inventories  | 204,923             | 183,487             |
| Prepaid expenses and deposits                              | 552,986             | 598,851             |
| Total current assets                                       | 11,712,316          | 12,244,291          |
| Fixed assets (Note 4)                                      | 71,493,211          | 64,192,239          |
|  | <u>\$83,205,527</u> | <u>\$76,436,530</u> |

## LIABILITIES AND EQUITY

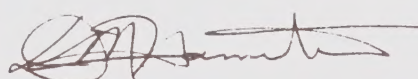
|   | 1984                | 1983                |
|---|---------------------|---------------------|
| Current:  |                     |                     |
| Accounts payable and accrued charges  | \$ 5,483,432        | \$ 6,645,130        |
| Accrued interest on long-term debt  | 485,400             | 493,400             |
| Construction holdbacks payable  | 88,065              | 3,989,374           |
| Current portion of long-term debt   | 1,383,200           | 328,500             |
| Total current liabilities   | 7,440,097           | 11,456,404          |
| Long-term debt (Note 5)   | 20,610,200          | 10,937,157          |
| Deferred revenue  | 182,500             | 212,500             |
| Contingencies (Note 9)  |                     |                     |
| Contributions for expansion of facilities and capital debt retirement (Notes 3 and 6) | 44,077,860          | 41,112,638          |
| Equity:   |                     |                     |
| Capital -   |                     |                     |
| Authorized:   |                     |                     |
| 300 shares of \$5 each (Note 1)   |                     |                     |
| Issued:   |                     |                     |
| 200 shares  | 1,000               | 1,000               |
| Reinvested earnings (Note 3)  | 10,893,870          | 12,716,831          |
|   | 10,894,870          | 12,717,831          |
|   | <u>\$83,205,527</u> | <u>\$76,436,530</u> |

On behalf of the Board:

Director



Director



(The accompanying notes are an integral part of the financial statements)

## AUDITORS' REPORT

To the Shareholders of  
Edmonton Northlands:

We have examined the balance sheet of Edmonton Northlands as at September 30, 1984 and the statements of reinvested earnings, income and changes in financial position for the year then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests and other procedures as we considered necessary in the circumstances.

In our opinion, these financial statements present fairly the financial position of Edmonton Northlands as at

September 30, 1984 and the results of its operations and the changes in its financial position for the year then ended in accordance with generally accepted accounting principles applied, after giving retroactive effect to the changes in accounting for income from the Western Canada Lottery Alberta Division and the amortization of the City of Edmonton contribution for property for expansion, as explained in Note 3 to the financial statements, on a basis consistent with that of the preceding year.

Edmonton, Canada  
November 15, 1984

**Clarkson Gordon**  
Chartered Accountants



## NOTES TO FINANCIAL STATEMENTS (CONTINUED)

**2. Summary of significant accounting policies (continued)**

judgement in light of the information available up to November 15, 1984. The financial statements have, in management's opinion, been properly prepared within reasonable limits of materiality and within the framework of the accounting policies summarized below:

**Fixed assets and depreciation**

Fixed assets are recorded at cost and, except for land and properties acquired for future expansion, are depreciated on the straight-line basis over the estimated useful lives of the assets as set out below. No depreciation is recorded on construction in progress until such time as the assets are substantially complete.

| Assets               | Useful life   |
|----------------------|---------------|
| Coliseum and Agricom | 50 years      |
| Other buildings      | 25 years      |
| Equipment            | 3 to 10 years |

Interest on borrowings in respect of capital projects is expensed, except where carrying costs form an integral part of construction contracts. Interest capitalized in 1984 amounted to \$66,284 (1983 - \$78,553).

**Inventories**

Inventories are valued at the lower of cost and net realizable value.

**Grants and contributions**

Grants and contributions are recognized at the earliest of the date of commitment by the grantor or upon receipt by the Company. Amounts designated for capital purposes, including the acquisition of property for expansion, construction of facilities or retirement of capital debt, are credited to "Contributions for expansion of

facilities and capital debt retirement" and amortized into income each year on the same basis as the related assets. Amounts designated for capital purposes which are used to pay interest on capital debt are applied to reduce interest costs. Other grants and contributions not specifically designated for capital purposes are included in income.

**Deferred revenues**

Revenues received which relate to future periods are deferred and brought into income over the term of the related agreements.

**Leases**

Leases which transfer substantially all the benefits and risks of ownership of the leased asset to the Company are capitalized at the present value of the payments expected to be made under the lease. Capitalized leased assets are depreciated over their useful lives on a basis consistent with owned assets.

**Revenue and expenses**

The revenue and expenses recorded in these statements reflect only the amounts actually attributable to the Company. Amounts received or disbursed on behalf of third parties are not reflected.

Internal rental revenue and expenses represent inter-departmental charges for services provided and used between the departments. These charges are determined by management to represent external market conditions and are applied on a basis consistent with the previous year.

**3. Changes in accounting policies****a) Share of income of Western Canada Lottery Alberta Division**

During the year the Company changed its method of accounting for its share of income of the Western Canada Lottery Alberta Division. As this income is designated for capital purposes, including capital expenditures and interest costs on capital debt, it was concluded that it would be more appropriate to treat the amounts used for capital expenditures as grants and contributions which are amortized into income each year on the same basis as the related assets, rather than being included directly in income.

**b) City of Edmonton contribution for property for expansion**

The City of Edmonton contributions totalling \$3,700,000 which were received in prior years were previously amortized into income over the remaining term of the lease with the City. As these funds were used to finance property acquisitions which are not depreciated, it was decided during the year to discontinue amortizing the contribution into income.

These changes in accounting policies have been applied retroactively and the prior year's financial statements restated. As a result, reinvested earnings have decreased and contributions for expansion

of facilities and capital debt retirement have increased at September 30, 1983 and 1982 as follows:

|  | 1983         | 1982         |
|--|--------------|--------------|
| Change in accounting for income from Western Canada Lottery Alberta Division . . .   | \$ 9,652,450 | \$ 8,077,474 |
| Change in amortization policy on City of Edmonton contribution . . . . .   | 1,023,013    | 855,701      |
| Reduction in reinvested earnings and increase in contributions for expansion of facilities and capital debt retirement . . . | \$10,675,463 | \$ 8,933,175 |

Net income for the years ended September 30, 1984 and 1983 decreased as follows as a result of these changes:

|  | 1984         | 1983         |
|--|--------------|--------------|
| Change in accounting for income from Western Canada Lottery Alberta Division . . . . . | \$2,204,674  | \$ 1,574,976 |
| Change in amortization policy on City of Edmonton contribution . . . . .               | 167,312      | 167,312      |
| Reduction in net income . . . . .  | \$ 2,371,986 | \$ 1,742,288 |

**4. Fixed assets**

The details of fixed assets at September 30, are as follows:

|  | 1984                |                          |                     | 1983 |                     |
|--|---------------------|--------------------------|---------------------|------|---------------------|
|  | Cost                | Accumulated depreciation | Net book value      |      | Net book value      |
| Coliseum . . . . .                                 | \$15,955,128        | \$ 6,916,148             | \$ 9,038,980        |      | \$ 9,270,714        |
| AgriCom . . . . .                                  | 39,060,819          | 781,216                  | 38,279,603          |      |                     |
| Other buildings and improvements . . .             | 27,275,028          | 12,456,380               | 14,818,648          |      | 14,071,269          |
| Equipment . . . . .                                | 4,019,022           | 2,391,474                | 1,627,548           |      | 1,989,430           |
| Properties acquired for future expansion . . . . . | 7,633,653           |                          | 7,633,653           |      | 7,632,888           |
| Construction in progress . . . . .                 | 94,779              |                          | 94,779              |      | 31,227,938          |
|  | <u>\$94,038,429</u> | <u>\$22,545,218</u>      | <u>\$71,493,211</u> |      | <u>\$64,192,239</u> |



## NOTES TO FINANCIAL STATEMENTS (CONTINUED)

## 5. Long-term debt

| Long-term debt   | 1984                | 1983                |
|--|---------------------|---------------------|
| Government of Canada loan due<br>December 31, 2004, interest rate<br>8.595%, annual instalments of<br>\$469,324 principal and interest . . . .   | \$ 4,493,400        | \$ 4,569,908        |
| Government of Canada loan due<br>December 31, 2004, interest rate<br>9.025%, annual instalments of<br>\$311,662 principal and interest . . . .   | 2,890,700           | 2,937,305           |
| Term bank loan (interim financing<br>in 1983) for the AgriCom, non-<br>revolving, due April 30, 1999,<br>interest at prime payable monthly,<br>annual principal instalment<br>of \$990,000 . . . . . | 13,675,000          | 2,550,000           |
| Demand bank loan, interest at prime<br>plus ½ of 1% payable monthly,<br>annual principal instalments of<br>\$225,000 . . . . .   | 900,000             | 1,125,000           |
| Obligation under capital lease . . . . .   | 34,300              | 83,444              |
|  | <u>21,993,400</u>   | <u>11,265,657</u>   |
| Less amounts due within one year . . . .   | 1,383,200           | 328,500             |
|  | <u>\$20,610,200</u> | <u>\$10,937,157</u> |

As general collateral security for bank loans, the bank holds the lease of land from the City of Edmonton and a registered general assignment of book debts. As specific security for the term bank loan for the AgriCom, the bank holds a guarantee of the Government of the Province of Alberta for an amount not to exceed \$17,500,000, and assignments of the annual debt retirement grant and income from the Western Canada Lottery Alberta Division.

The Government of Canada loans are secured by guarantees of the Government of the Province of Alberta.

Principal payments required over the next five years are as follows:

1985 - \$1,383,200; 1986 - \$1,360,600; 1987 - \$1,373,400; 1988 - \$1,387,200 and 1989 - \$1,177,300.

#### 6. Contributions for expansion of facilities and capital debt retirement

Accumulated contributions received less amounts amortized are summarized as follows:

| Summarized as follows:                 | 1984                | 1983                |
|--|---------------------|---------------------|
| Grants and contributions:              |                     |                     |
| Province of Alberta -                  |                     |                     |
| Coliseum grants . . . . .              | \$ 3,700,000        | \$ 3,700,000        |
| Western Canada Lottery Alberta         |                     |                     |
| Division . . . . .                     | 1,850,000           | 1,850,000           |
| Western Canada Lottery                 |                     |                     |
| Foundation . . . . .                   | 3,500,000           | 3,500,000           |
| Department of Agriculture              |                     |                     |
| AgriCom grant . . . . .                | 7,250,000           | 7,250,000           |
| Pedway grants . . . . .                | 439,282             | 439,282             |
| Parimutuel tax rebates . . . . .       | 7,964,834           | 6,532,810           |
| Other . . . . .                        | 25,000              | 25,000              |
|  | <u>24,729,116</u>   | <u>23,297,092</u>   |
| Western Canada Lottery Alberta         |                     |                     |
| Division income . . . . .              | <u>15,549,365</u>   | <u>12,416,599</u>   |
| Government of Canada                   |                     |                     |
| Department of Industry, Trade and      |                     |                     |
| Commerce . . . . .                     | 7,250,000           | 7,250,000           |
| Loto Canada . . . . .                  | 1,850,000           | 1,850,000           |
|  | <u>9,100,000</u>    | <u>9,100,000</u>    |
| City of Edmonton . . . . .             | <u>3,700,000</u>    | <u>3,700,000</u>    |
| Total grants and contributions         |                     |                     |
| received . . . . .                     | 53,078,481          | 48,513,691          |
| Accumulated amortization . . . . .     | 9,000,621           | 7,401,053           |
| Unamortized grants and contributions . | <u>\$44,077,860</u> | <u>\$41,112,638</u> |

|  |  |
|--|--|
| Coliseum .....                                 |  |
| AgriCom .....                                  |  |
| Other buildings and improvements .....         |  |
| Equipment .....                                |  |
| Properties acquired for future expansion ..... |  |

## 7. Interest expense

The Company has recorded interest expense net of interest revenues earned as follows:

|   | 1984               | 1983              |
|---|--------------------|-------------------|
| Interest expense:                       |                    |                   |
| Long-term debt . . . . .                | \$ 1,962,499       | \$ 806,818        |
| Current debt . . . . .                  | 99,982             | 141,333           |
| Assets under capital lease . . . . .    | 7,058              | 8,798             |
| Total interest expense . . . . .        | <u>2,069,539</u>   | <u>956,949</u>    |
| Interest income:                        |                    |                   |
| Term deposits and other . . . . .       | 245,800            | 297,083           |
| Interest expense net of interest income | <u>\$1,823,739</u> | <u>\$ 659,866</u> |

## 8. Western Canada Lottery Alberta Division

Effective May 15, 1974, Edmonton Northlands and the Calgary Exhibition and Stampede formed a partnership for the purpose of conducting and operating a continuing lottery to be marketed throughout the Province of Alberta in accordance with the provisions of the Western Canada Lottery Foundation. Under the terms of the partnership agreement, the net profits of the Lottery are divided in accordance with the Provincial Lottery License. The license provides that the proceeds through the Lottery are to be used by Foundations with province-wide impact in amateur sport and cultural development, as well as capital projects of Edmonton Northlands and the Calgary Exhibition and Stampede that are of benefit to the citizens of Northern Alberta and Southern Alberta respectively.

Effective April 1, 1984 the license provides such that each partner's share of income from Western Canada Lottery Alberta Division is restricted to 15% of net income up to a maximum of \$2,750,000. The Company's share of income for the 1984 fiscal year was \$3,132,766 and for the 1983 fiscal year, \$2,411,500. These funds were designated and used for capital purposes in accordance with the terms of the license.

## 9 . Contingencies

During the 1984 fiscal year The City of Edmonton issued notices to Edmonton Northlands for substantial property and business taxes for 1983 and 1984, for increased lease rentals for 1984 and subsequent years and demanded payment of a portion of Northlands' reinvested earnings to the City. These financial demands are very significant relative to Northlands financial position. Northlands has filed Notices of Objection in respect of all taxes levied and has disputed the right of the City to claim increased lease rentals and payment of a portion of its reinvested earnings. The City of Edmonton has also filed a Statement of Claim for a declaration that the Northlands' reorganization undertaken in 1983 is invalid. A Statement of Defence has been filed by Northlands in support of its position.

Discussions are presently taking place between representatives of the City and Northlands with a view to settling these disputes. No provision has been made for the amounts, if any, which may have to be paid to the City, as the outcome of the discussions cannot be determined at this time. Any settlement which may occur will be accounted for as an adjustment of prior years' reinvested earnings.

These contributions have been used to finance the acquisition of fixed assets as follows:

| 1984                   |                       | 1983                   |                       |
|------------------------|-----------------------|------------------------|-----------------------|
| Total<br>contributions | Unamortized<br>amount | Total<br>contributions | Unamortized<br>amount |
| \$11,725,071           | \$ 7,758,724          | \$11,725,071           | \$ 7,952,690          |
| 20,671,246             | 20,257,820            | 17,859,222             | 17,859,222            |
| 12,904,166             | 9,958,778             | 11,664,038             | 9,190,146             |
| 3,176,998              | 1,501,538             | 2,664,360              | 1,509,580             |
| 4,601,000              | 4,601,000             | 4,601,000              | 4,601,000             |
| \$53,078,481           | \$44,077,860          | \$48,513,691           | \$41,112,638          |



# EDMONTON NORTHLANDS STATEMENT OF CHANGES IN FINANCIAL POSITION

FOR THE YEAR ENDED SEPTEMBER 30, 1984  
(with comparative figures for 1983)

|   | 1984          | 1983         |
|---|---------------|--------------|
| Working capital provided by:  |               |              |
| Operations –  |               |              |
| Net income (loss) .....   | \$(1,822,961) | \$ 2,079,144 |
| Add (deduct) items not affecting working capital:                           |               |              |
| Depreciation .....  | 2,346,109     | 1,626,368    |
| Amortization of contributions .....   | (1,599,568)   | (1,300,333)  |
| Deferred revenue .....  | (30,000)      | (30,000)     |
| Working capital provided by (used for) operations .....                     | (1,106,420)   | 2,375,179    |
| Contributions for expansion of facilities and capital debt retirement ..... | 4,564,790     | 10,918,316   |
| Increase in long-term debt .....  | 9,673,043     | 2,228,757    |
| Proceeds on disposals of fixed assets .....                                 |               | 24,854       |
|   | 13,131,413    | 15,547,106   |
| Working capital applied to:   |               |              |
| Additions to fixed assets .....   | 9,647,081     | 18,455,361   |
| Increase (decrease) in working capital .....                                | 3,484,332     | (2,908,255)  |
| Working capital, beginning of year .....                                    | 787,887       | 3,696,142    |
| Working capital, end of year .....  | \$ 4,272,219  | \$ 787,887   |
| Represented by:   |               |              |
| Current assets .....  | \$11,712,316  | \$12,244,291 |
| Current liabilities .....   | 7,440,097     | 11,456,404   |
|   | \$ 4,272,219  | \$ 787,887   |

(The accompanying notes are an integral part of the financial statements)

## EDMONTON NORTHLANDS NOTES TO FINANCIAL STATEMENTS

SEPTEMBER 30, 1984

### Introduction

Edmonton Northlands, formerly The Edmonton Exhibition Association Limited which was incorporated in 1908, is the successor to the Edmonton Agricultural Society of 1879 and The Edmonton Industrial Exhibition Association of 1899. Its purpose is to provide programs and facilities to benefit the residents of Northern Alberta in the fields of Agriculture, Trade Shows and Exhibitions, Entertainment and Community Service. The Company's 200 members, along with associate directors and other volunteers, provide the impetus and volunteer assistance that enables it to achieve its objectives. The Company is exempt from income tax, it cannot pay dividends to its members, the shares cannot appreciate in value and its members and directors do not receive any fee for their services.

Reinvested earnings of the Company are invested in its facilities. The Company is qualified under the provisions of the Alberta

Agriculture Societies Act and receives substantial funding from the Province of Alberta by way of grants and loan guarantees. Assistance has also been received from the Government of Canada by way of grants and loans, and from the City of Edmonton, primarily for land acquisition.

The land on which the Company's facilities are located is held in the name of the City of Edmonton and leased to the Company under a lease which expires in 1999. If the lease is not renewed or extended, the buildings and improvements on the leased lands will revert to the City of Edmonton. The amount of the annual lease rental is subject to periodic review and is currently under discussion with the City as referred to in Note 9.

### 1. Name change and increase in authorized share capital

The name of the Company was changed to Edmonton Northlands and its authorized share capital increased from 200 to 300 shares as part of the reorganization which took place in November 1983.

### 2. Summary of significant accounting policies

The financial statements of the Company have been prepared by management in accordance with generally accepted accounting principles described in this note which have been consistently applied after giving retroactive effect to the changes in accounting for income from the Western Canada Lottery Alberta Division and

the amortization of the City of Edmonton contribution for expansion as explained in Note 3. Because a precise determination of many assets and liabilities is dependent upon future events, the preparation of periodic financial statements necessarily involves the use of estimates and approximations. These have been made using careful